

REMARKS:

In the outstanding Office Action, claims 1-9 were rejected. Claims 1-9 have been amended for clarification. New claim 10 has been added. Thus, claims 1-10 are pending and under consideration. No new matter has been added. The rejections are traversed below.

OBJECTION TO THE DRAWINGS:

At page 2 of the outstanding Office Action, the Examiner indicated that “second transmitting unit”, “purchase accepting unit” and “incentive giving unit” recited in claims 6 and 7 were not shown in the drawings as filed.

Claims 6 and 7 are hereby amended to comply with the requirements of 37 C.F.R. §1.83(a).

Accordingly, withdrawal of the objection is respectfully requested.

REJECTIONS UNDER 35 U.S.C. §112¶1 and ¶2:

At pages 3-5 of the outstanding Office Action, claims 1-9 are rejected under 35 U.S.C. §112¶1 and ¶2 as being indefinite. Claims 1-9 are hereby amended to comply with the requirements of 35 U.S.C. §112¶1 and ¶2.

Therefore, withdrawal of the rejection is respectfully requested.

REJECTION UNDER 35 U.S.C. §102(e):

Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Application No. 2001/0037283 ('283).

'283 discusses sending messages to clients of marketing community members pursuant to cross-referral agreements between the marketing community members where information about a member is included in an e-mail message sent on behalf of another member (see, paragraphs 33 and 40 of '483). Accordingly, the '283 system is limited to sending e-mail messages to customers based on cross-referral agreements between businesses.

The present invention as recited in amended independent claim 5 recites, “transmitting, to a first terminal at an existing customer of a business, a first mail requesting an introduction of a new customer-to-be for the business based on information of the existing customer registered in a first file” and “registering the information of the existing customer to a second file when receiving an application from the existing customer as an introducer of a person as a new

customer". Amended independent claim 5 also recites, "transmitting, to the first terminal, a second mail to be transferred to a second terminal of the person" and "registering information of the person introduced as a new customer to a third file when the person inputs an order through the Web site according to the information on the business". This provides an efficient method of transmitting information of a business using a terminal of existing customer(s) and information related thereto.

The '283 system does not teach or suggest, transmitting a first mail requesting an introduction of a new customer-to-be for the business "based on information of the existing customer registered in a first file", transmitting a second mail to be transferred to a second terminal "to the first terminal" and "registering information of the person introduced as a new customer to a third file when the person inputs an order through the Web site according to the information on the business", as recited in amended independent claim 5.

Therefore, withdrawal of the rejection is respectfully requested.

REJECTION UNDER 35 U.S.C. §103(a):

Claims 1-9 are rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Application No. '283.

Amended independent claims 1 and 5 recite, "transmitting... a first mail requesting an introduction of a new customer-to-be for the business to acquire new customers through a Web site based on information of the existing customer registered in a first file" and "registering the information of the existing customer to a second file when receiving an application from the existing customer as an introducer of a person as a new customer". Amended independent claims 1 and 5 also recite, "transmitting, to the first terminal, a second mail to be transferred to a second terminal of the person, the second mail including information on the business" and "registering information of the person introduced as the new customer to a third file when the person places an order through the Web site according to the information on the business". The '283 does not teach or suggest, using "information of the existing customer" and "registering the information of the existing customer to a second file when receiving an application from the existing customer as an introducer of a person as a new customer", where information of the person introduced as the new customer is registered to "a third file when the person places an order through the Web site according to the information on the business".

Amended independent claim 6 recites, "a server connected with a first terminal at an existing customer of a business and a second terminal at a person introduced as a new

customer by the existing customer”, where the server has “a first file including information of the existing customer, a second file to which information of the existing customer is to be registered as an introducer of the person as a new customer, a third file to which information of the person is registered as a new customer”. Accordingly, mail is respectively transmitted to the first terminal and the second terminal such that mails “requesting an introduction of a new customer-to-be for the business, including information on the business” are transmitted to the first terminal, and mail “requesting an introduction of another new customer-to-be for the business” is transmitted to the second terminal. This enables acquisition of new customers through a web site based on information of an existing customer and allows registration of information of the new customer upon receipt of an order from the new customer according to the information on the business.

Proper support for the amendment to claims 1-9 can be found in the specification at least at page 11, lines 13-21 and FIG. 3 and corresponding text.

Accordingly, it is respectfully asserted that independent claims 1, 5 and 6 are patentably distinguishable over ‘283.

For at least the above-mentioned reasons, claims depending from independent claims 1, 5 and 6 are patentably distinguishable over ‘283. The dependent claims are also independently patentable. For example, as recited in amended claims 3 and 8, “the second mail” is transferred to “an e-mail address selected from an e-mail address book of the first terminal”, where the first terminal is of “an existing customer of a business” and transmits “information on the business” to acquire new customers (independent claim 1 and 6). The ‘283 method does not teach or suggest providing “selectable service programs” within a coverage area upon determining that “the position information of the mobile station is included in an area corresponding to the selectable service program”.

Therefore, withdrawal of the rejection is respectfully requested.

NEW CLAIM:

New claim 10 is added to highlight that the present invention includes, “transmitting a first mail requesting an introduction of a new customer to a terminal of an existing customer based on registered information of the existing customer in a first file” and registers “the information of the existing customer to a second file based on a response to the first mail from the existing customer”. Moreover, the present invention transmits “a second mail including information related to the business to other terminals via the terminal of the existing customer”

and registers "customer information of other terminals to a third file in response to orders received from the other terminals according to the information related to the business". This enables acquisition of new customers at a low cost.

It is respectfully asserted that new claim 10 is distinguishably patentable over '283.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.


Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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